Where retirement property meets serious buyers

Media Kit
2026



The #1 site downsizing professionals trust

More professionals list with **downsizing.com.au** than anywhere else

Downsizing.com.au

Our Value

Australia's Biggest Retirement Audience

1.1M

Website users

Monthly website traffic over 100,000 users

28K

Facebook followers

Over 28,000 social media followers on Facebook

52K

Subscribers

National database of over 57,000 subscribers

Unparalleled and highly targeted approach to reaching the over 50's market in Australia.

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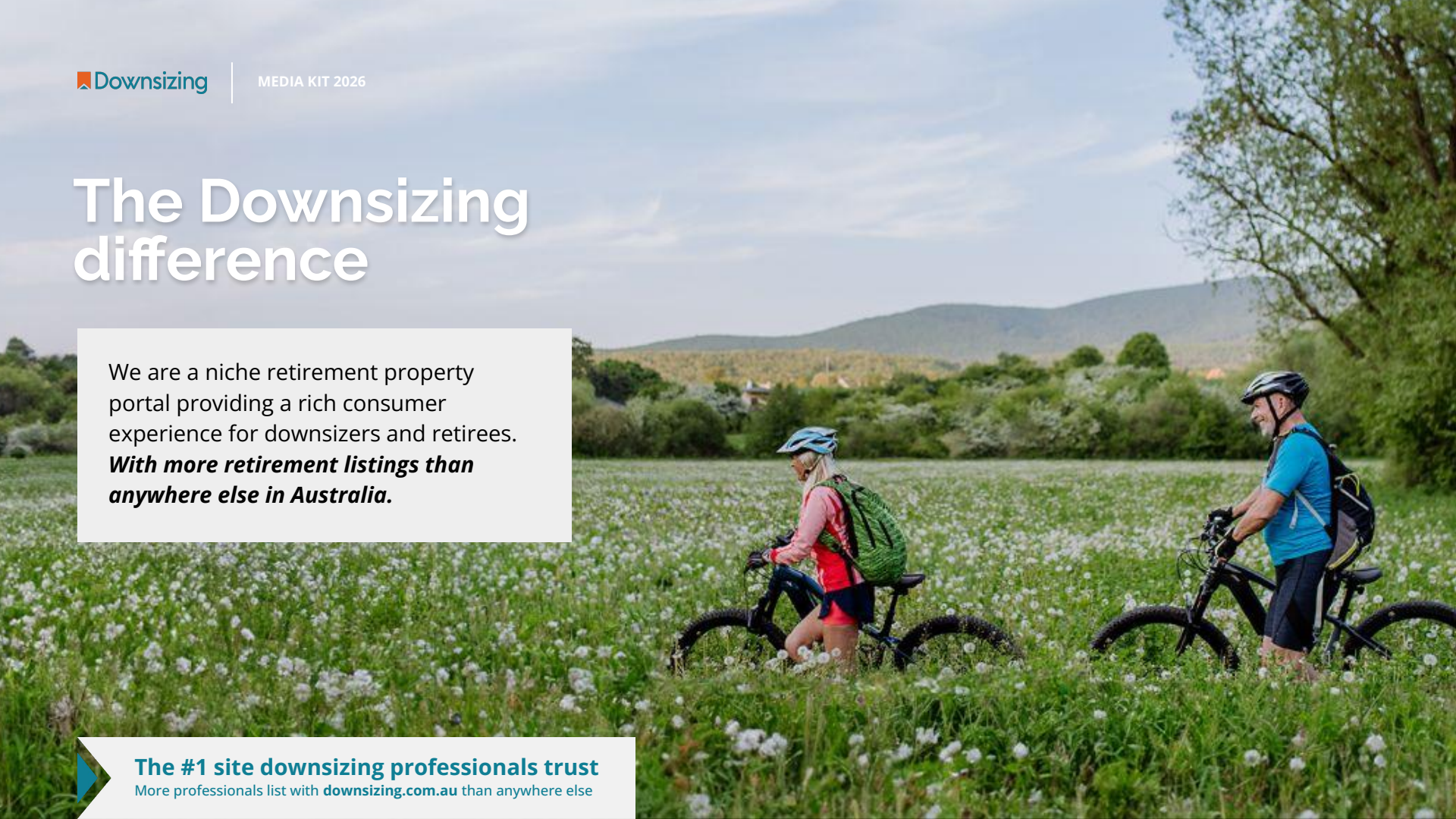
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Downsizing | MEDIA KIT 2026

The Downsizing difference

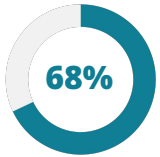
We are a niche retirement property portal providing a rich consumer experience for downsizers and retirees. ***With more retirement listings than anywhere else in Australia.***



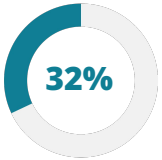
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Customer Engagement



68% of users
55 and over



32% of users transitioning to retirement or looking on behalf of a friend or relative

Website	**1.1 million** Visitors over 12 month period	**100,000** Monthly users	**300,000+** Monthly listing views
Enquiries	**60,000** Yearly enquiries through listings	**57,000+** Subscription database	
Social	**28,000** Facebook followers		
Engagement	**6 minutes** Avg. time spent on site		

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Downsizers are willing to inspect and buy online

68%
Use an internet search engine daily

40%
Use Facebook daily

34%
Of over 60s are now ‘more confident’ with technology, thanks to COVID-19

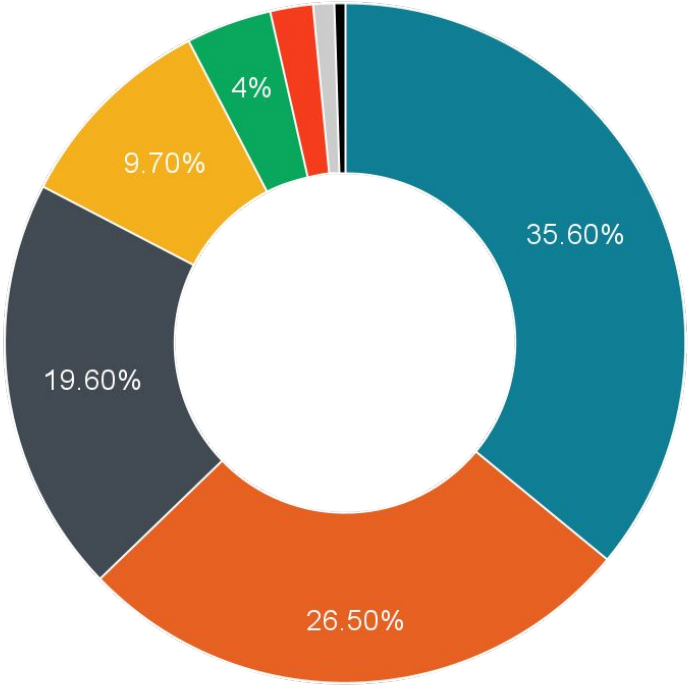
46%
Have said their confidence had not increased, because they were ‘already confident’

23%
Have used a technology for the first time

Our Audience

Our audience is predominantly based in our eastern states and we are seeing fast growth in South Australia & Western Australia.

New South Wales	South Australia
Queensland	Australian Capital Territory
Victoria	Tasmania
Western Australia	Northern Territory



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How seniors consume media has changed

Over-55s are keen media consumers, and they've been gradually shifting their media consumption to modern mediums. More than 90% of under-70s are now confident in their use of the internet, and this generation is increasingly moving away from paywalled newspapers and Foxtel subscriptions, preferring Netflix, Stan and free digital media.



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Our product suite

Listing & Display opportunities

- Subscriptions
- Premiere Listings + TV
- Display campaigns
- Sponsored content
- Database campaigns



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Subscription options

All our subscriptions give you access to our platform features. You just choose the level!

- Search Engine Optimisation
- Automatic subscriber alerts for new listings
- Fully automated listings management using Standard Real Estate format
- XML Feed/Bulk uploader
- Up to 10 images including Virtual Tours and videos
- Unlimited text in description

Platinum
The largest listing so you stand out within your suburb & area
Generate up to 6x more viewings and enquiries than Standard listings
Display top of the search results
Designed to increase exposure and engagement
Access to additional products to attract buyers and renters across multiple channels
Gold
The second largest listing and product position
Generate up to 3 times more viewings and enquires than Standard listings
Access to additional products to attract buyers and renters across multiple channels

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Premiere Performance Listing

The foundation campaign for retirement villages

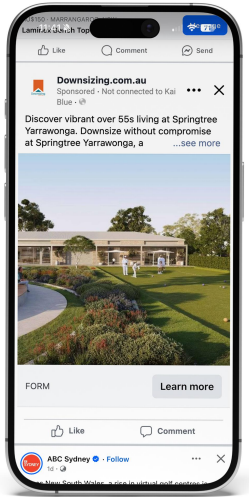
What It Includes

Premiere Listing Placement

- Premium positioning on Downsizing.com.au
- Exposure to Australia's most qualified downsizer buyers
- Detailed project and village presentation
- Direct enquiry generation

Meta Amplification (Facebook + Instagram)

- Targeted advertising to retirement buyers
- Reach beyond the portal audience
- Retarget users researching retirement living
- Drive additional traffic to your listing



Why It Works

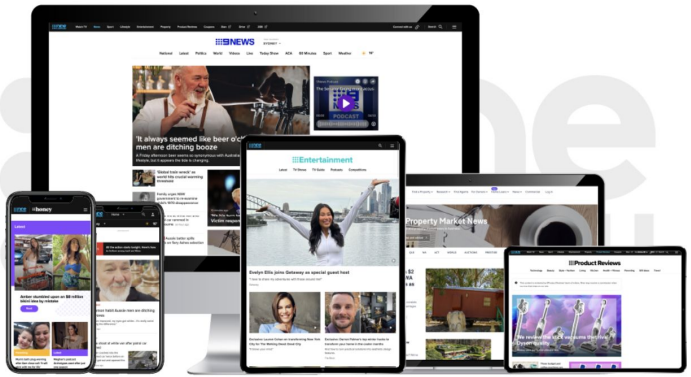
Premiere Performance combines high-intent marketplace traffic with targeted digital amplification, ensuring your village reaches buyers both actively searching and early in their research journey.

This dual-channel approach helps generate stronger visibility, more engagement, and increased enquiry.

Premiere TV

Bring Television-Level Awareness to Your Retirement Village

Extend your Premiere Listing beyond the Downsizing marketplace and place your village in front of retirement buyers watching Australia's leading streaming TV platforms.



Platforms include:

- 7Plus
- 9Now
- 10Play
- SBS On Demand
- Foxtel On Demand
- YouTube Connected TV

Premiere TV allows your village to appear on television screens in the homes of potential downsizer buyers.

How Premiere TV Fits Into Your Campaign

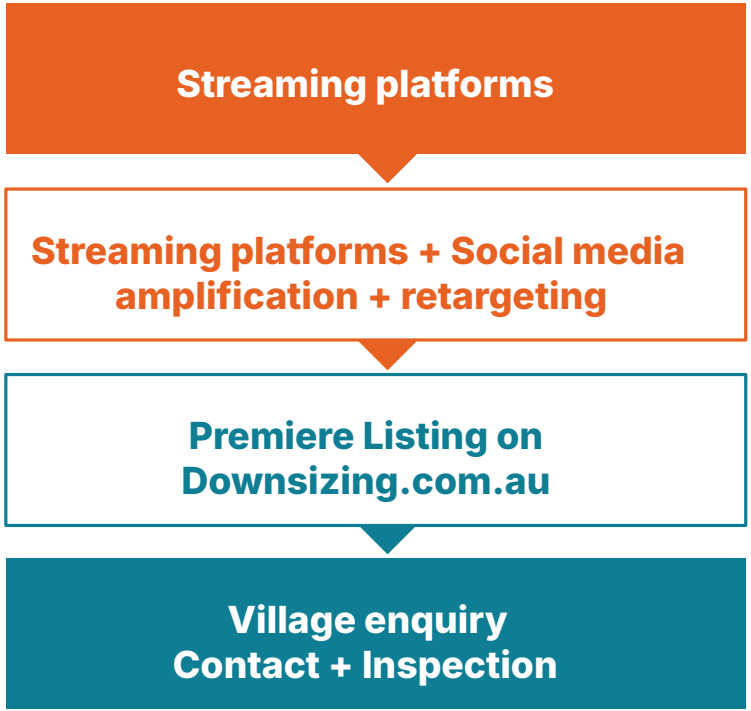
The Downsizing Buyer Demand Model

Every campaign begins with a Premiere Listing on Downsizing.com.au.

Premiere TV extends awareness beyond the portal and introduces your village to buyers earlier in their decision journey.

Typical campaign structure:

- Awareness TV Streaming Campaign
- Consideration Social Amplification / Retargeting
- Intent Premiere Listing on Downsizing.com.au
- Enquiry Village Contact and Inspection
- This model expands the number of potential buyers entering your sales funnel.



Display Ads

Display your ads on the Homepage or on the Search Results Pages with any of our Display Ads. Target users by State or Nationally

Guaranteed Top Spot

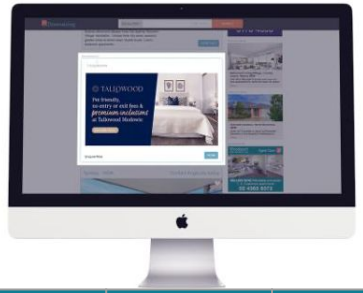
Secure top of the page for suburb search results, featuring 3 x property images.



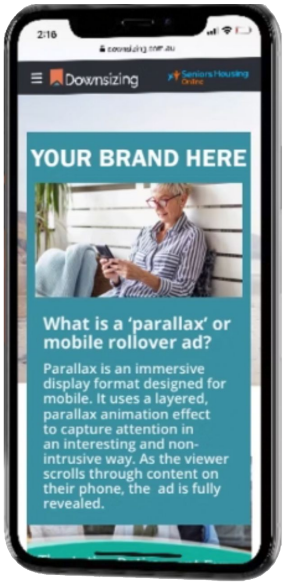
Specifications	Format	File Size
1280x720 px	JPEG	2 MB

Native Advertising

Create a seamless integration for your brand and send users to a listing, landing page, website or news room.



Specifications	Format	File Size
720x400 px	JPEG, PNG, GIF or video	2 MB



Parallax

Parallax is an immersive display format designed for mobile. It uses a layered, parallax animation effect to capture attention in an interesting and non-intrusive way. As the viewer scrolls through content on their phone, the ad is fully revealed.

Secure your exclusive branding for 6 months with a once-off fee.

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Upgrading our display advertisements

Upgrade to display advertisements - introducing ‘sticky skyscrapers’

Downsizing offers our retirement clients a wide range of display ad placements that target our large, engaged audience.

-Ad units can be targeted to specific site sections

-Sticky ad units maintain viewability and engagement

-Page takeovers allow brands to maximise their presence across all ad units

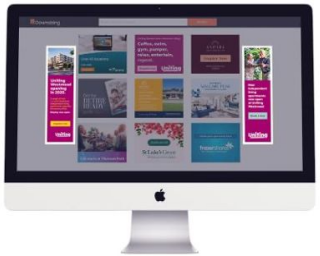


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Display Ads

Display your ads on the Homepage or on the Search Results Pages with any of our Display Ads. Target users by State or Nationally

Skyscraper



Homepage 25% SOV
Homepage 100% SOV
Per State 25% SOV
Per State 100% SOV
Specification
160 x 600 px JPEG,PNG or GIF
300 x 600 px JPEG,PNG or GIF

Featured Listings



Homepage 25% SOV
Homepage 100% SOV
Per State 25% SOV
Per State 100% SOV
National 25% SOV
National 100% SOV
Specification
300 x 250 px JPEG,PNG or GIF

Listing Dividers



Per State 25% SOV
Per State 100% SOV
National 25% SOV
National 100% SOV
Specification
580 x 200 px JPEG,PNG or GIF
728 x 90 px JPEG,PNG or GIF

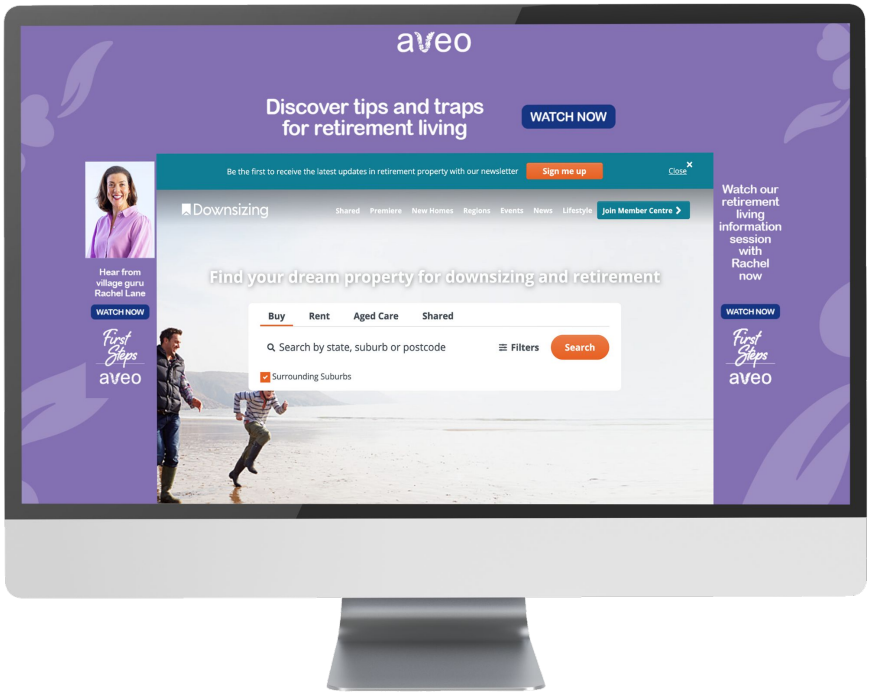
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Homepage takeover - Desktop truskin

Home page + Listing Search results page

A full-screen, rich media advertising product that frames page content through a header, footer and sticky side skins.

Build awareness with your customers by delivering a comprehensive, impactful, brand message over a long duration while they scroll through a page.



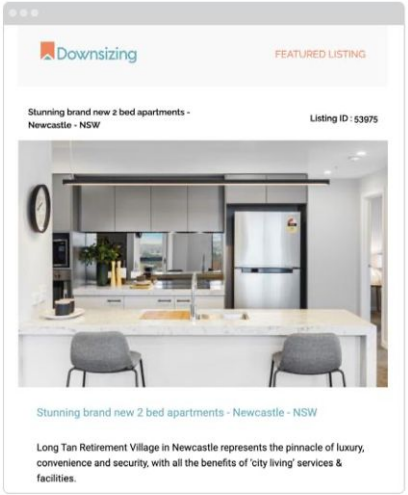
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Electronic Direct Mail

Target our audience and subscribers who are actively searching for properties in a particular region, state or nationally.

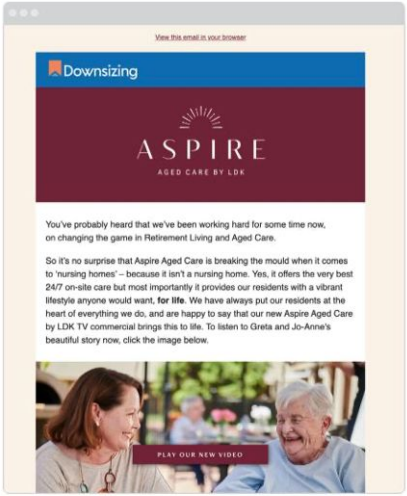
eBrochure

Send an exclusive one page Brochure via email featuring a listing of your choosing. Sent directly to those people who are actively searching in the local area. No artwork needed.



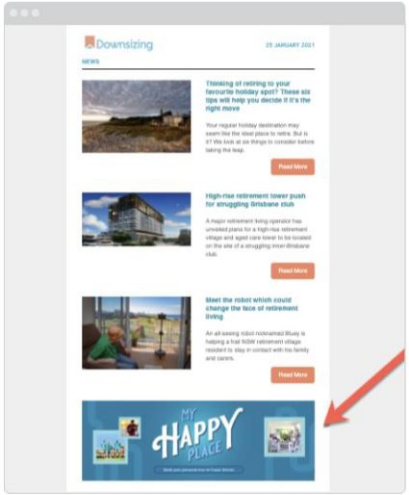
Solus eDM

Target our national and state audience. Solus eDM includes your own content, creative leaderboard and two feature properties.



Newsletter Sponsorship

Sponsor our weekly newsletter and target the highly engaged buyers in your state. Sponsorship includes your own creative leaderboard and two feature properties.



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Upgrading our content

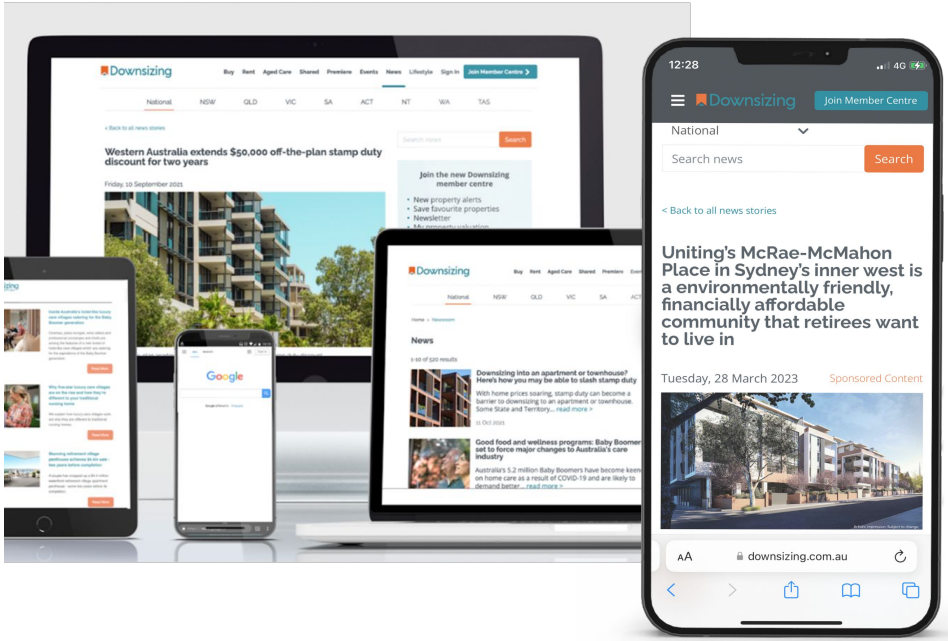
Sponsored - improved layout to improve lead generation

Downsizing property seekers consume content within our news section and distributed to our subscriber database.

Partnering with a trusted publisher allows you to amplify your brand, enhance brand recall and build credibility with these consumers.

Our content team can provide brands with sponsored content opportunities across image galleries and written editorial.

With Sponsored Content, brands can leverage the trust and credibility of these experts in a contextually relevant environment.



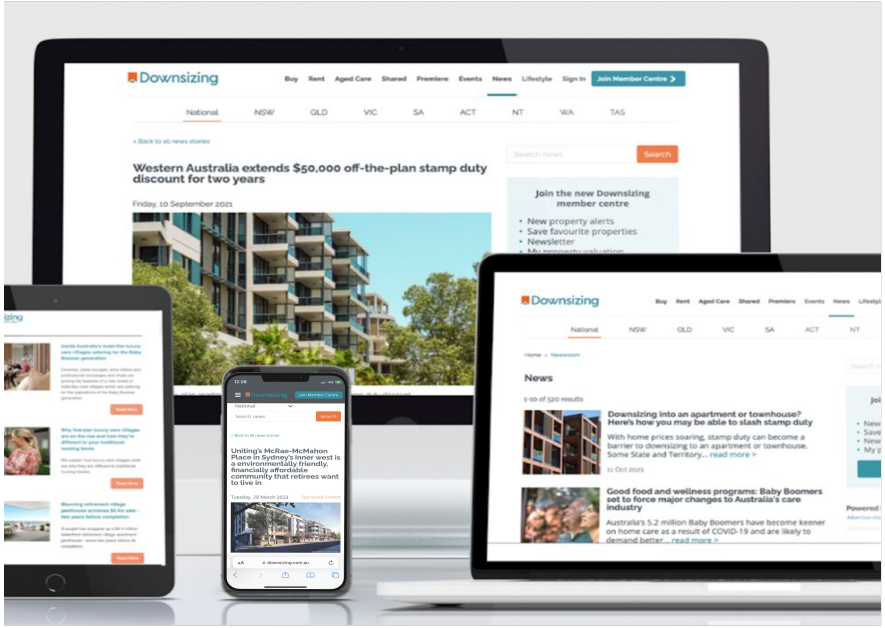
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Sponsored Content

Let's give your campaign a complete 360° story to fully engage buyers at every touchpoint

Our editor will work with you on crafting the angles specific to the campaign option you select. With over 70% of consumers over 50+ years of age saying they'd rather learn about a product or service through content rather than advertising; there's never been a better time to communicate with this demographic, in this way.



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Who we work with

Uniting

RSL LifeCare

Keyton

aveo

HOMETOWN AUSTRALIA COMMUNITIES

TriCare

Australian Unity

LEVANDE

retireaustralia

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